

*Your
Chamber*



AT WORK



2008

Annual Report



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ECONOMIC DEVELOPMENT

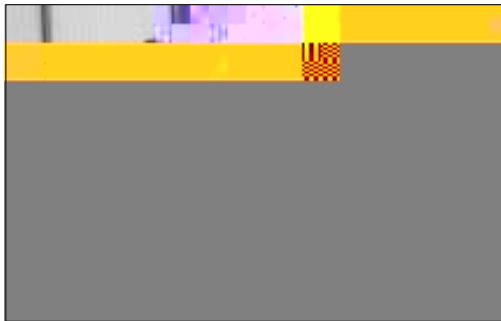
COMMITTEE MEMBERS: David Taylor, Vice Chair; John Lannom; Jimmy Williamson; Don Crews; David Hayes.

GOALS: Continue to put forth a first class, aggressive effort to recruit new jobs and capital investments in Dyer County.

2008 Accomplishments:

Dyersburg/Dyer County received the following designations:

- Ranked in the Top 100 Micropolitan Areas in the U.S. for Economic Development (*Site Selection* magazine, January 2008).
- Ranked #4 on the list of “Ten Small Towns That Deserve A Second Look” (*Southern Business & Development* magazine, May 2008).
- Was listed in *The 50 Best Small Southern Towns*, published by Peachtree Press in Atlanta (2008).
- Was listed among the Top Small Markets in the American South, listed at number 81 of 117 total markets (*Southern Business & Development*).
- The Chamber of Commerce received Honorable Mention on the 2007 list of Best North American Economic Development Groups, including chambers of all sizes across the U.S. and Canada (*Site Selection* magazine, May 2008).
- NSK Steering Systems America, Inc. held their Grand Opening Ceremony on May 8, 2008 with Gov. Phil Bredesen attending, along with top Japanese officials from the company headquarters in Tokyo.



The Grand Opening of NSK Steering Systems.

- TVA awarded one of three grants given in 2007 to Dyersburg/Dyer County for a Targeted and Prepared Community assessment by Atlanta-based consulting firm Boyette Levy. This study was presented in April and will guide economic development efforts for the next three years. Primary targets include Japanese-owned auto suppliers, high end food processing, and metal fabrication. Secondary targets include the plastics industry and Canadian-owned companies.
- The Industrial Spec Building “Expect II” was approved and is now moving forward. The building will be 100,000 sq. ft. and is located in the Dyersburg Commerce Park.
- Print advertising was purchased in *Site Selection* magazine, *Area Development* magazine, *Southern Business & Development* magazine, *Tennessee Economic Development Guide* and *Business Tennessee* magazine.

Partnerships

The Chamber maintains partnerships with the following organizations:

Local

- City of Dyersburg
- Dyer County
- Dyersburg City Schools
- Dyer County Schools
- Dyersburg State Community College
- Newbern Vocational Training Center
- Dyer County Industrial Development Board
- Dyersburg Electric System

State

- State of Tennessee
- TN Department of Economic & Community Development
- Tennessee Main Street
- TN Department of Transportation
- Tennessee Valley Authority
- Tennessee Economic Development Council
- Tennessee Economic Partnership
- Tennessee Chamber of Commerce & Industry
 - Tennessee Chamber of Commerce Executives
 - Japan-America Society of Tennessee

Regional

- Northwest Tennessee Regional Port Authority
- West Tennessee Chamber of Commerce Executives
- West Tennessee Industrial Association
- Northwest Tennessee Development District
- Local Workforce Board - Area 12
- Memphis Regional Chamber
- Mississippi River Corridor Project
- Southern Economic Development Council
- West Tennessee Retail Alliance

National/International

- C2ER (Council for Community Economic Research)
- American Chamber of Commerce Executives
- U.S. Chamber of Commerce
- International Council of Shopping Centers

We have worked on 9 industrial prospects in 2008.



Dyer County received the 26th consecutive 3-Star Award.

EXISTING INDUSTRY

Committee Members: Wendell West, Vice Chair; Tom Sheedy; Larry Rogers; Susan Dew; Bill Reffert; Stan Welch; Keith Guthrie.

GOALS: *Improve the competitiveness and cohesiveness of Dyer County industries and remain union free.*

- The Chamber scheduled PML training to be held again this year in November in Dyersburg.

- We held quarterly Industrial Roundtable Meetings. The first quarterly meeting was held at Quebecor World Dyersburg and included a plant tour.

The second quarterly meeting was held at the Chamber with a PAC (Political Action Committee) Presentation by The Tennessee Chamber of Commerce. The fourth quarterly meeting was held at Sun Products and included a plant tour.

- We are continuing to encourage Existing Industry Members to participate in PAC through the Tennessee Chamber.

- Held the Industry Appreciation Awards Cookout on May 8th, 2008 with a larger crowd than previous years.

- Held the Industry Appreciation Golf Tournament on May 16th, 2008 at The Farms.

- Distributed important industry information regularly through e-mails as deemed appropriate and informational for plants.

- Provided support to all existing industry by means of electronic polls, and responded to requests for statistical data.

- The Chamber conducted the annual wage and benefits survey.

- Continued regular visits to plants.



Quebecor World representatives received the 2007 Industry of the Year Award.

AGRIBUSINESS

Committee Members: Jimmy Hester; Vice Chair; Dyer County Mayor Richard Hill; Eddie Anderson; David Gregson.

GOALS: *Participate in efforts to promote West Tennessee agriculture and serve as a voice for the farming community.*

- Participated in the Sorghum Valley Christmas at the Fairgrounds.
- Promoted the Mississippi River Corridor Project.
- Held quarterly Agribusiness committee meetings.
- Assisted Young Farmers & Ranchers with additional acreage at industrial park.
- Promoted the Ag Commission.
- The committee is currently working towards a new Farm Bill.
- Promoted the use of renewable fuels.

BUSINESS DEVELOPMENT

Committee Members: Don Crews, Vice Chair; Mark Bowers; Scott Self; Joe Emery; Eddie Burks.

GOALS: *Provide assistance in the development of new and existing small business through training and resources.*

- The Chamber recognized Dr. Randy Prince as Outstanding Small Business of the Year for 2007 at the Annual Banquet in January.

- Held the Annual Business Expo with 47 exhibitors.

- The Chamber held the following free workshops for Chamber member businesses:

- Avoiding Liability in Wage & Hour Claims
- Designing a Disaster Plan
- Federal Reserve Workshop
- Lee Huffman, The Small Business Advocate
- Employment Laws - Wage & Hour
- John Shallert
- Employment Laws - Employee Free Choice Act



Participants in Operation Jump-Start

from the Delta Regional Authority.

- We began Operation Jump Start, a 6 week, 36 hour intensive training session on starting a small business. The program takes attendees through all phases of developing a business plan. Those with viable business plans will be eligible to receive a grant for start-up costs

COMMUNITY DEVELOPMENT

Committee Members: Paul Carson, Vice Chair; Joe Emery; Tom Sheedy; Pollyanna McClure; Greg Lowe; Joe Yates.

GOALS: *Continue to enhance the community's quality of life through active participation and leadership.*

PRIORITY ACTIONS:

- Helped organize a photography club to highlight community assets.
- Sub-Committees of the Chamber made presentations at the monthly City and County Board meetings.
- Encouraged Adult & Youth Leadership graduates to move into community service and the political process and provide listing of volunteer opportunities with local civic organizations.
- Completed the 2007-2008 Adult & Youth Leadership Program with 13 adult graduates and 32 youth graduates.
- The 2008-2009 Adult Leadership Dyer County Class began in September with twelve participants.



Members of the 2008 Adult Leadership Program work on their project at the Field of Dreams at Dyersburg Middle School.

addition of new water features that provide a “water park” theme.

- Explored grant opportunities for community enhancement projects.
- The Chamber/Foundation has secured over \$35,000 in community enhancement grants.
- Promoted advanced medical resources available through local medical facilities and service providers.
- Continued to promote the importance of community leadership participation in the Governor’s Three-Star Program with emphasis on benchmark incentives and needed requirements to achieve each benchmark.
- Participated in Three-Star Strategic Planning Workshop that was facilitated by Frankie McCord of the TN Department of ECD.
 - Updated and completed 2008 Priority Action Plan.
 - Updated 5-Year Asset Based Strategic Plan.

- Secured a \$10,000 USDA Grant that will assist in providing scholarships for Adult Leadership applicants.

- Looked for opportunities to enhance the pool facilities at Okeena Park with the

- The 5-Year Strategic Plan and Title VI was presented to, and accepted by the Dyer County Commission.
- Completed all Benchmark I criteria.
- Submitted Three-Star Annual Report, 5-Year Strategic Plan, and 2008 Priorities to Regional Economic Development Specialist
- Chamber representatives were presented with the 26th Annual 3-Star Award at the Governor’s Conference in Nashville September 15th.
- Bring the Vision XXI leadership together to assess the program and the current leadership.
- Continue efforts for indoor aquatic center.

ACTIONS:

- Investigate the needs of persons outside the mainstream of economic vitality in Dyer County.
- Continue efforts to connect the two existing buildings at the Fairgrounds for use as an enclosed multi-use facility for year around events that will provide both local and regional economic benefits.

DOWNTOWN DEVELOPMENT

Committee Members: Joe Yates, Vice Chair; Mike Pennington; David Hayes; Jeff Agee; Tim Orr; Trimble Mayor Jim Stark.

GOALS: *Create a sense of place in downtown Dyersburg by using the Master design plan to develop a landscape and streetscape plan, bring businesses to the central business district and promote downtown as a place to live, work, shop and play.*

PRIORITY ACTIONS:

- We executed the Sub-Master Plan in the Transportation Enhancement Program Grants we coordinated for the City and County.



The new Farmer's Market opened in 2008.

- Dyer County received a \$722,918.00 TEP grant to revitalize the streetscape of the Court Square.

- We have completed the cleanup and painting of the Market Building. The Farmers Market set vendor and attendance records.
- Filed a Storm Water Pollution Prevention Plan for dirt work on the River Park.
- Secured \$10,000 in grant funding to develop the Farmers Market through the Tennessee Agricultural Enhancement Program. (Ag Tag)
- Finalized selections for lighting and traffic signals, benches, trash receptacles, planters, banners, flags and all facets of streetscape design for the Historical District. We are currently developing the wording for ordinances to protect those design elements.
- Numerous property owners downtown have completed facade improvements, removed aluminum siding, applied historical paint colors, and restored windows in the upper stories. Specifically, General Appliance on both sides of Court. City Drug on Mill at Court, Dyer County on Market, Security Bank's complete facade renovation, the Smitheal property on Court, and Jeff Rummell's Green Garden Deli next to it.

EDUCATIONAL DEVELOPMENT

Committee Members: Dr. Karen Bowyer, Vice Chair; Lloyd Ramer; Dr. Dwight Hedge; Scott Self; Jeff Agee; Bill Reffert; Brian Collins.

GOALS: *To enhance our local workforce through educational programs in an effort to provide high-tech, high-wage career opportunities.*

PRIORITY ACTIONS:

- Promoted the Dual Enrollment program in high school to enable students to earn at least 12 hours of college credit as juniors and seniors while in high school.
- Encouraged City and County officials to continue to fund the Dyer County Promise Scholarships for all high school and qualified GED graduates in Dyer County. Expand this opportunity for all GED graduates.
- Schedule community leaders to make presentations to 9th graders (including the 75 students in the E Academy at Dyersburg High School) to encourage their participation in the Tennessee Scholars Program.
- Continued to pursue the feasibility of a Boys and Girls Club.
- Promoted the Adult Education Program in Dyer County to encourage adults to complete their GED.
- Ran a full page ad honoring the students participating in the TN Scholars program.

- Advocated local, state, and federal governments for higher levels of funding for education for P-16.
- Assessed workforce needs of food processing, metal fabrication, and auto supplier manufacturers in the area and developed more training programs for their workers. (1,000 workers come into Dyer County)
- Supported the implementation of the more stringent set of requirements for high school graduation – Tennessee Diploma Project, Dr. Gary Nixon and John Morgan, Comptroller.
- Continued to build and promote our health care sector as the best opportunity we have to transition into more service sector jobs with good pay and benefits.
- Met with Existing Industry to determine the middle group

GOVERNMENTAL & LEGISLATIVE

Committee Members: Bob Kirk, Vice Chair; Dyer County Mayor Richard Hill; Newbern Mayor K.W. Dennison; Paul Carson; Dyersburg Mayor John Holden; Trimble Mayor Jim Stark.

GOALS: *To improve communications with government leaders regarding the needs and interests of Chamber members and the community.*

- Held Candidates Forcums with all of our district house of representatives candidates and the local judicial candidates invited to speak
- Continued to be mindful of legislative issues and contacted legislators whenever necessary



Chamber members met with elected officials at a Legislative Coffee.

REGIONAL DEVELOPMENT

GOAL: Enhance efforts to position Dyersburg/Dyer County as a regional leader in economic development and develop long-range plans.

- Attended the P-16 Conference.
- Continued to work with regional organizations to bring programs to the community.
- Held a canoe trip to explore the Forked Deer River as it progresses through downtown.
- Continued to support the Port Project.
- Supported the value of the two Interstates I-69/I-55 and additional regional road projects.
- Attended the Groundbreaking of the Discovery America Park in Union City.
- Helped organize a photography club to highlight community assets.
- Continued efforts with the Mississippi River Corridor.
- Outreached to other communities through the Dyer County Historical Society.



Canoe trip on the Forked Deer River.

TRANSPORTATION

Goal: Aggressively promote our transportation corridors and continue to work towards transportation improvement.

- Going to resurface four lane from Dyersburg to Newbern.
- Going to resurface four lane to Dyer/Lauderdale line from Dyersburg.
- Going to widen Finley Highway two feet on each side from Dyersburg to Great River Road.

MEMBERSHIP DEVELOPMENT

Goals: Communicate the mission of the Chamber, promote the opportunities and benefits for our investors, and provide maximum return on their investment.

- Produced and aired testimonials with Dyersburg State Community College, Thunder Country, MedSouth, and Sweet Pepper's Deli.
- Held the Annual Membership Banquet in January with 300 in attendance, and Meteorologist Dave Brown as guest emcee.
- Held the Annual Membership Meeting in August with Keynote Speaker Jeff Beals.
- Held eleven 12 @ 12 Networking Luncheons.
- Produced and distributed the *At Work* News Briefs twice monthly. News Briefs were sent electronically and by mail, and included on the Chamber's web site.
- Held four After Hours events for members to distribute their materials and network with other members.
- Held 25 ribbon cuttings for new or existing businesses.
- Made 130 PR visits to members and prospects.
- Recruited 39 new members
- Developed the "*Shop Dyer County First*" promotion which included 4 full-page ads promoting our members and a coupon book. 400 books were printed and distributed to members.
- Sent nearly 50 e-mails and faxes in the Member-To-Member broadcast program.
- Co-sponsored the Dr. Martin Luther King, Jr., Luncheon with Dyersburg State Community College.
- Assisted with sponsorship and promotion for local ball tournaments.
- Sponsored the Dyer County Fair.
- Began production on the "Destination Dyersburg" marketing publication.
- Achieved a retention rate of 88%

RETAIL DEVELOPMENT

Goal: To promote a community-wide effort to attract, retain and grow our regional retail and restaurant base.

- Attended the ICSC KY/TN Idea Exchange in Nashville, July 17th – 18th as a part of the WTIA Retail Alliance
- Updated retail marketing materials; CD's, flash drives, highlighters, etc., to distribute at Trade Shows.
- Attended the 2008 Mid-South Fall Retailer Kickoff in Tunica, MS on September 10th and 11th
- Attended ICSC Southeast Conference in Atlanta, GA October 5th – 7th

Building Bridges Campaign Phase II meets goals for 5-year plan

THE GOALS 2004 - 2008

- \$200 million in new capital investment
- 1,500 new jobs
- 1,000 indirect jobs
- 75 new company relocations, expansions by existing firms, and small business start-ups
- \$5 million in grants and funding to support business and workforce development

THE RESULTS 2004 - 2008

- \$642,552,332
- 1,557 new jobs
- 3,892 indirect jobs
- 122 new company relocations, expansions by existing firms, and small business start-ups
- Received \$1,513,049.00 in grants and funding

The Lannom Center for Business Development was paid off in 2008 and is valued at \$2,000,000.00 in assets.

Building Bridges to the Future

Thanks to our Phase II Investors!

The contributors below are listed according to the company name as recorded when they committed to the campaign.

Advanced Division

Caterpillar
City of Dyersburg
Dyer County
Dyersburg Electric
Dyersburg Regional
Hospital
ERMCO
First Citizens National
Bank
First Tennessee Bank
Forcum Lannom Con-
tractors
Forcum Lannom, Inc.
Ford Construction Co.
The Lannom Estate
Nordyne
Nucor Steel
Security Bank

Leadership Division

Belew & Ray Drugs
Clifco, Inc.
Delta Auto Sales
Joe M. Enoch
First State Bank
Forked Deer Electric
Co-op
General Appliance &
Furniture
Klinkhammer Acoustical
Lake County Utility
District
Stallings Lipford
Northdown Industries
Randall Prince, DDS
Quebecor World
King Rogers
Royalguard Vinyl
Tigrett & Pennington
Insurance

TVA
White & Associates
Insurance
Wilkerson, Gauldin,
Hayes & Jenkins
Katie Winchester

Pacesetter Division

Amteck, LLC
Anderson Printing &
Office Products
Eddie Anderson
BellSouth
Boss Hoss Cycle, Inc.
Dr. Karen Bowyer
Bradshaw & Co. Insurors
Brooks Insurance Agency
Burch Food Service
Burks Beverage Co.
CableOne Ad Sales
Cape Regional Eye
Center
Carmichael, Dunn,
Creswell & Sparks
Chic Farm Company
City of Newbern
Clark Distributing
Bill Cloar
Colonial Diversified
Polymer Products
Comfort Inn
Dr. Bobby Cook
D & B Properties
Dyersburg Mall
Dyersburg Overhead
Door
Dyersburg Pediatric
Dentistry
Dyersburg Tax Service
EyeCare Specialty Group

Firestone Industrial
Products
Four Seasons Realty/
GMAC Real Estate
Albert Fowlkes
Frazier Roofing & Sheet
Metal
Gibson Farms
Bob & Judi Grunert
Hardage Group
Heckethorn Off Road
Products, Inc.
Allen Hester
Horner, Hawkins &
Kerber, DDS
Independent Radiology
Associates
Jones, Hamilton & Lay,
PLC
Bob Kirk
Komatsu America
Mary Lou's Airport
Restaurant
Moody Properties
Newbill & Henry, CPAs
Palmer Law Firm
Pennington Seed &
Supply
Prime Mortgage Services
Randstad
Scott Self, DDS
Tennessee Realty
Jack Todd
Union Planters Bank
Village Pharmacy
Warehousing Limited
Wilson Moody-Wadley
WISE Foundation